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REMARKSSPECIFICATION

Applicant has amended the specification to comply with the Examiner's rejections.

CLAIM OBJECTIONS

Applicant has amended claims 58 to conform with requested changes by the Examiner.

CLAIM REJECTIONS

Applicant has reviewed the Examiner's rejections and responds as follows.

In claim 15, the four-way stretchable material, such as polyurethane, is adhered to the backing material in the manner that it is to be adhered to the surface. For example, if the material is to be stretched to fit the surface then it is stretched before it is adhered to the backing material.

In claim 23, the limitation of "its length" finds antecedent basis in claim 15 as amended in the response filed with the PTO on January 7, 2003.

In claims 25 - 28, Applicant recognizes that these may be product by process claims.

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In claim 43, the limitation of "a railing" was addressed in the response to office action dated January 7, 2003.

In claims 52 - 55, Applicant recognizes that these may be product by process claims.

In claim 50, the limitation of "its length" finds antecedent basis in claim 43 as amended in the response filed with the PTO on January 7, 2003.

#### CONCLUSION

It is believed that this Amendment places the above-identified patent application into condition for allowance. Early favorable consideration of this Amendment is earnestly solicited.

If, in the opinion of the Examiner, an interview would expedite the prosecution of this application, the Examiner is invited to call the undersigned attorney at the number indicated below.

Respectfully submitted,  
SIERRA PATENT GROUP, LTD.

Dated: May 29, 2003



Kristin C. Castle

FROM : CASTLE

FAX NO. : 916-736-3924

May. 29 2003 02:34PM P10

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Reg. No.: 47,208

Sierra Patent Group, Ltd.  
P.O. Box 6149  
Stateline, NV 89449  
(775) 586-9500



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**Marked-Up Specification and Claims****In the Specification**

Please replace paragraph 2 on page 7, with the following:

4-way stretchable material layer 112 has top surface 110 and a bottom surface 114, such that top surface 110 of 4-way stretchable material layer 112 conforms to and is permanently affixed to bottom surface 106 of skin layer 104. 4-way stretchable material layer 112 may be comprised of any material that can simultaneously stretch in four directions such as polyester ~~polyurethane~~ materials like MYLAR. Bottom surface 114 of 4-way stretchable material layer 112 is releasably attached to the railing or hand support system by a layer of resin based releasable adhesive 116. Resin based releasable adhesive may be acrylic, silicon or rubber. Releasable adhesive 116 completely covers from edge to edge and is affixed to 4-way stretchable material layer 112 and provides releasable adhesion to the railing or hand support system. Releasable adhesive 116 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 100 off the railing or hand support system, etc. An example of a resin based releasable adhesive is FLEXICON® V-58.

acrylic  
based  
adhesive  
ty 10

Please replace paragraph 2 on page 9, with the following:

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Backing layer 212 has a top surface 210 and a bottom surface 214, such that top surface 210 of backing layer 212 conforms to and is affixed to bottom surface 206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for providing support including open cell foam, closed cell foam, felt, paper or rubber. Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of 4-way stretchable material layer 220. The permanent adhesive 216 attaching bottom surface 214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can be any resin based permanent adhesive known in the art which will permanently bond the surfaces, an example of a resin based adhesive [which] is FLEXICON® V-402. 4-way stretchable material layer 220 has the ability to stretch in all directions simultaneously such as polyurethane. An example of a 4-way stretchable polyurethane material is MYLAR. Bottom surface 222 of 4-way stretchable material layer 220 is releasably attached to the railing or hand support system by releasable adhesive 224. Rcsin based releasable adhesive may be acrylic, silicon or rubber. Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material layer 220 from edge to edge and provides releasable adhesion to the railing or hand support system. Releasable adhesive 224 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 200 off the railing or hand support system. An example of a resin based releasable adhesive is FLEXICON® V-58.

Please replace the paragraph bridging pages 9 and 10 with the following:

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Backing layer 212 has a top surface 210 and a bottom surface 214, such that top surface 210 of backing layer 212 conforms to and is affixed to bottom surface 206 of skin layer 204. Backing layer 212 may be comprised of any material suitable for providing support including open cell foam, closed cell foam, felt, paper or rubber. Bottom surface 214 of backing layer 212 is permanently adhered to the top surface 218 of 4-way stretchable material layer 220. The permanent adhesive attaching bottom surface 214 of backing layer 212 to top surface 218 of 4-way stretchable material layer 220 can be any resin based permanent adhesive known in the art which will permanently bond the surfaces, an example of which is FLEXICON® V-402. 4-way stretchable material layer 220 has the ability to stretch in all directions simultaneously. An example of a 4-way stretchable material is mylar. Bottom surface 222 of 4-way stretchable material layer 220 is releasably attached to the railing or hand support system by releasable adhesive 224. Resin based releasable adhesive may be acrylic, silicon or rubber. Releasable adhesive 224 is affixed to and completely covers 4-way stretchable material layer 220 from edge to edge and provides releasable adhesion to the railing or hand support system. Releasable adhesive 224 provides secure adhesion to the railing or hand support system but may be removed with a minimal amount of effort by peeling wrap-around advertising surface 200 off the railing or hand support system. An example of a resin-based releasable adhesive is FLEXICON® V-58.

Please replace paragraph 1 on page 11, with the following:

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FIG. 5 discloses an advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 100 are numbered as in FIG. 1 designating wrap-around advertising surface 100. The system of the present invention can be utilized with any type of railing or hand support system 120. Wrap-around advertising surface 100 of the present invention has a 4-way stretchable material layer 116 with an inner and outer surface, skin layer 104 which has an inner [layer] and an outer [layer] surface, the inner [layer] surface of the skin layer 104 is permanently adhered to said outer surface of said 4-way stretchable material layer 116. 4-way stretchable material layer 116 is releasably adhered to railing 120. Skin layer 104 and said 4-way stretchable material layer 116 each have a width substantially similar to the circumference of railing 120, such that edges of skin layer 104 and said 4-way stretchable material layer 116 abut when wrapped around railing 120.

Please replace paragraph 1 on page 12 with the following:

FIG. 6 discloses yet another advertising system for presenting a visual image on a railing. For convenience, the component parts of wrap-around surface 200 are numbered as in FIG. 3 designating wrap-around advertising surface 200. [Wrap-around advertising surface 200 of the present invention has 4-way-stretchable material layer 220 with an inner and outer surface, backing layer 212 with an inner and outer surface, and skin layer 204 which has an inner surface and an outer surface, the inner surface of the skin layer 204 is permanently adhered to said outer surface of said backing layer 212. The inner

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surface of backing layer 212 is permanently adhered to 4-way stretchable material layer 220. 4-way stretchable material layer 220 is releasably adhered to railing 230.] Skin layer 204, backing layer 212 and 4-way stretchable material layer 220 each have a width substantially similar to the circumference of railing 230, such that edges of said skin layer 204, backing layer 212 and said 4-way stretchable material layer 220 abut when wrapped around railing 230.